



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 580419 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/15/12 - 10/21/12		<u>Estimate #</u> 12259
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 10/01/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	10/15/12	10/21/12	M-F 6a-7a	6a-7a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1-1--				2	\$375.00			
N 2	13	10/15/12	10/21/12	M-F 7a-8a	7a-8a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	11-1---				3	\$375.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	13	10/15/12-10/21/12	M-F 7a-8a	7a-8a	MTU-Th-----	:30		\$375.00	NM		
	Credited											
N 3	13	10/15/12	10/21/12	M-F 8a-9a	8a-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1-1--				2	\$375.00			
N 4	13	10/15/12	10/21/12	M-F 9a-10a	9a-10a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$150.00			
N 5	13	10/15/12	10/21/12	M-F 11a-12p	11a-12p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$175.00			
N 6	13	10/15/12	10/21/12	M-F 3p-4p	3p-4p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	13	10/15/12-10/21/12	M-F 3p-4p	3p-4p	M-----	:30		\$200.00	NM		
	Credited											
N 7	13	10/15/12	10/21/12	M-F 4p-5p	4p-5p		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	13	10/15/12-10/21/12	M-F 4p-5p	4p-5p	-TuWThF----	:30		\$200.00	NM		
	Credited											
N 8	13	10/15/12	10/21/12	M-F 530p-6p	530p-6p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1--1--				2	\$400.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
2	13	10/15/12-10/21/12		M-F 530p-6p	530p-6p	-Tu---F----	:30		\$400.00	NM		
Credited												
N 9	13	10/15/12	10/21/12	M-F 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 1-1----- 2 \$1,500.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 13 10/15/12-10/21/12 M-F 9p-1005p 9p-1005p M--W----- :30 \$1,500.00 NM												
Credited												
Totals											13	\$5,075.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/19/12	13	\$5,075.00	\$4,313.75
Totals	13	\$5,075.00	\$4,313.75

Signature: _____ Date: _____

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